5/7/81

And RCA makes three into cable □ CBS affiliates take over in L.A. □ Latest ranking of U.S. TV markets

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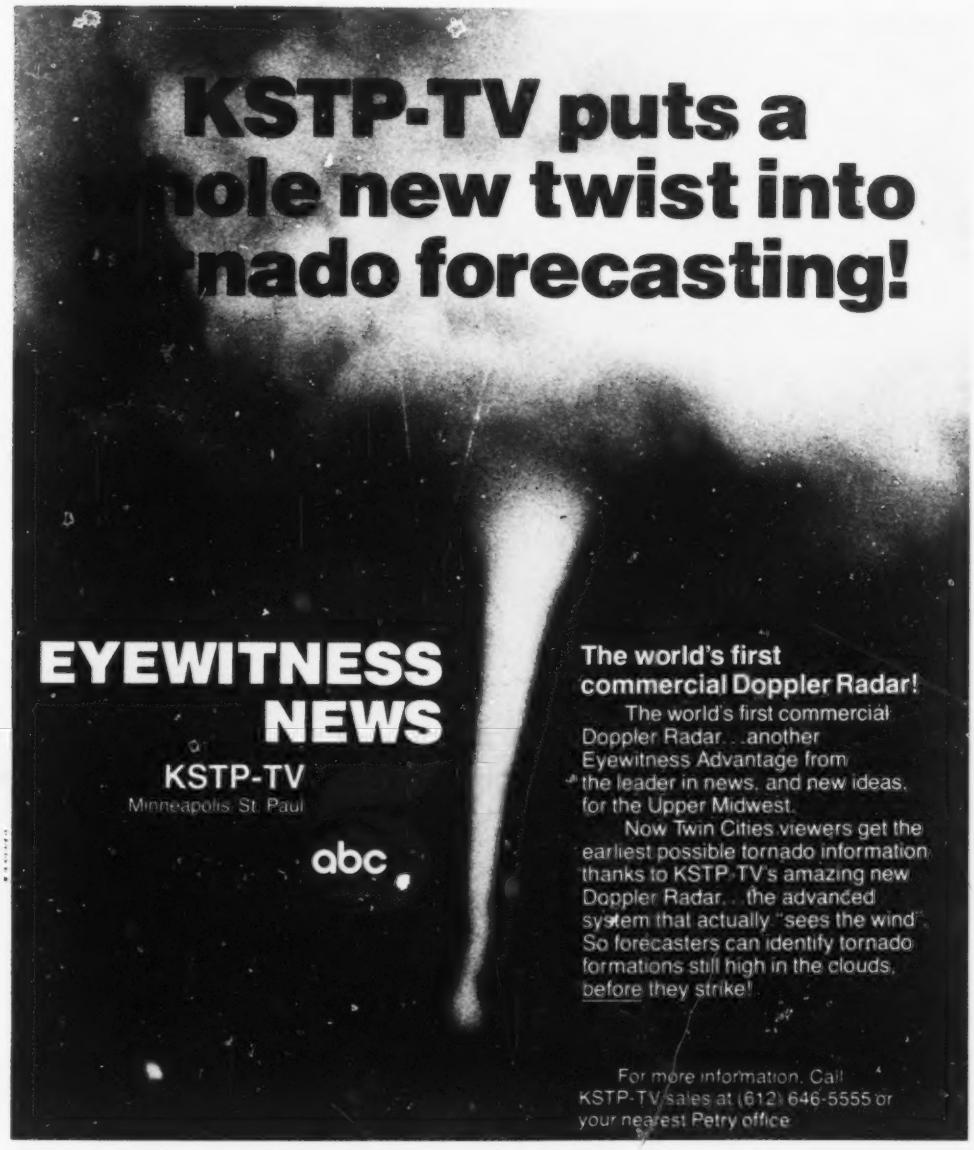
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The Week in Brief

TOP OF THE WEEK

RCA CABLE COMMITMENT ☐ Chairman Griffiths speaks of pay TV plans at board meeting. Schlosser expected to oversee effort. **PAGE 23.**

HARD LOOK AT TELEPUBLISHING ☐ ANPA convention reflects newspapers' interest in electronic transmission of news and advertising. Common plea: Keep AT&T locked out. **PAGE 24.**

BACK ON TRACK ☐ SMPTE group on digital TV standards votes to adopt sampling frequency of 13.5 mhz, move crucial to establishment of world standards. **PAGE 25.**

OUTLOOK FOR WOMEN ☐ Keynoter Stahl tells AWRT convention that troubled economy means more difficult times for career women. Association President Stanville says one answer is hard work, praises AWRT record. **PAGE 26.**

POLITICAL HISSES ☐ Right wing berates political left in radio and TV commercials and gets broadcast broadside in return. Government union turns to spots to mock Reagan's economic programs. **PAGE 27.**

SO FAR, SO GOOD ☐ That's Dan Rather's assessment of his first 10 weeks as Walter Cronkite's successor. He's happy about ratings, striving to meet his predecessor's standards, wants longer news and will push to develop talented correspondents. **PAGE 29.**

AT LARGE

WHERE CBS-TV STANDS ☐ With that network meeting this week with affiliates in Los Angeles (**PAGE 30**), BROADCASTING editors sat down with Tony C. Malara, CBS-TV vice president, affiliate relations, to get his views on pre-emptions, station compensation, satellite distribution, programing and many other subjects. **PAGE 35.**

BUSINESS

NEW TV HOMES COUNT ☐ Total passes 80-million mark in latest Nielsen figures that will be used in local measurements next month. **PAGE 46.**

LAW & REGULATION

MARKUPS ON HILL ☐ Senate Commerce Committee makes small changes in FCC bill that would tighten reins on FCC. **PAGE 50.** House confines itself to single amendment in its FCC bill. **PAGE 52.**

TECHNOLOGY

MORE INPUT ON DBS ☐ NAB urges FCC to wait before setting policy, NBC urges it to go ahead, Justice wants market regulation. **PAGE 58.**

MEDIA

ABC'S STRATEGY ☐ TV affiliates at Los Angeles meeting are told network lineup will stay with strong, shore up weak, hear company's top executive outline ABC-TV's goals and ways to obtain them. **PAGE 60.** Belo's Huey elected chairman of affiliates board. **PAGE 62.** Arledge unveils plan for new Sunday news hour. **PAGE 63.** Howard Cosell among new entries ABC Sports will put in starting gate. **PAGE 63.** ABC study used to rebut pressure groups. **PAGE 63.**

PROGRAMING

LACK OF ADRENALINE ☐ Agencies criticize network fall lineups for dearth of innovation, refuse to accept that pressure groups caused drastic changes, and expect CBS-TV to win again. **PAGE 69.**

JOURNALISM

SDX'S TORNABENE ☐ New executive director, who takes over in three weeks, is first from broadcast ranks in that post. **PAGE 73.**

1960

THE 'BROADCASTING' YEARS ☐ The Great Debates helped to bring John F. Kennedy to the White House. Great arguments over Chairman John Doerfer's travels helped to put him out of the FCC. The NAB lost Harold Fellows and turned to charismatic Leroy Collins for leadership. **PAGE 77.**

PROFILE

FROM FOURTH TO FIFTH ESTATE ☐ Barbara Cohen's faculty adviser suggested she pursue a career in journalism. It started her down a path of 10 years of newspaper work that brought her to National Public Radio as director of news and information. **PAGE 103.**

Index to departments							
Bottom Line	48	Closed Circuit	7	For the Record	81	Monitor	72
Business Briefly	8	Datebook	11	In Sync	58	News Beat	74
Changing Hands	66	Editorials	106	Intermedia	68	Stock Index	49
		Fates & Fortunes	99	Monday Memo	18	Washington Watch	53

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Index to advertisers ■ ARTS Channel 44-45 ☐ Accuracy In Media 15 ☐ American Chiropractic Assoc. 59 ☐ American Petroleum Institute 68 ☐ Associated Press 10-11 ☐ Beck-Ross Communications 9 ☐ Blackburn & Co. 66 ☐ Broadcast Personnel 99 ☐ Cetec 61 ☐ Churchill Productions 14 ☐ Continental Broadcasting Network Inc. 34 ☐ Continental Electronics 68 ☐ Delta Airlines 57 ☐ David Green 4 ☐ Group W 31-33 ☐ Group W Productions 40-41 ☐ Harris 51 ☐ Heller-Oak Communications Finance Corp. 67 ☐ KSTP-TV Front Cover ☐ Katz 43 ☐ Media People 62 ☐ Mutual Broadcasting System 17 ☐ NBC-TV Owned Stations 76 ☐ NEC Inside Back Cover ☐ Nine Network Australia Back Cover ☐ Operation Prime Time 19-22 ☐ SFM Entertainment 6 ☐ Selcom 63, 65, 71, 73 ☐ Standard Rate & Data Service 68 ☐ Howard Stark 56 ☐ Station Business Systems 69 ☐ Joe Sullivan & Associates 36 ☐ Tektronics 54-55 ☐ Telepictures Corp. Inside Front Cover/Page 3 ☐ Edwin Tornberg & Co. Inc. 81 ☐ Warner Brothers Television 12-13 ☐ Westwood One 8 ☐ Youngs, Walker & Co. 72 ☐

Business

Total TV homes break 80-million barrier

'80 census count prompts Nielsen to revise figures that reflect many changes below top-10 markets

The first look at new TV market rankings based on the 1980 census was provided by A.C. Nielsen Co. last week with the release of new estimates, as of Jan. 1 this year, for each of the markets it measures.

In total, the new figures show a 2.7% gain in total TV homes to 80,171,850, up from 78,032,880 shown in earlier estimates. These figures include Hawaii.

The new market figures will be used for this year's May and July local-market measurements. Then a new set will be developed for use starting in the fall.

Nielsen officials noted that in some cases, such as Los Angeles and San Diego, the new estimates indicate declines in TV households, compared with the estimates used from last October through March, even though it is known that the markets have grown in total population. This occurred, they said, because the census data proved that the projected TV growth rates used in the past were too high. Conversely, in other cases the census showed projected TV growth rates to have been too low.

In general, Sun Belt markets tend to benefit most in the new figures, with TV growth rates often in double-digit percentages. West Palm Beach-Fort Pierce, Fla., for an extreme example, is shown with a 35.3% increase. In Orlando-Daytona Beach, Fla., where WFTV(TV) Orlando's Walter Windsor has led a multi-state campaign for early conversion to the new census data, the new figures are 15.8% higher than the old ones.

Within the top 10 DMA's (designated market areas) there were no changes in ranking, despite drops of 232,340 TV homes (3.6%) by top-ranked New York and, 263,780 households (6.1%) by second-ranked Los Angeles-Palm Springs and a gain of 113,870 TV households (9.4%) by 10th-ranked Dallas-Fort Worth.

Markets 10-20 saw some shifting, mostly with cities gaining or losing one or two places, but all that had been on that list previously stayed there, Tampa-St. Petersburg, Sarasota, Fla., made an impressive move up from 18 to 13 as households increased 17.6%.

Among other markets within the top 100, DMA's rising five or more positions on the list were Phoenix-Flagstaff (31 to 25); Orlando-Daytona Beach, Fla. (41 to 33); Shreveport, La. (60 to 55), West Palm Beach-Fort Pierce, Fla. (78 to 64); Tucson (Nogales), Ariz. (96 to 86), and Austin, Tex. (100 to 90).

Dropping five or more rankings in the top 100 were San Diego (24 to 30); Columbus, Ohio (34 to 39); Springfield-Holyoke, Mass. (87 to 96) and Burlington, Vt.-Plattsburgh, N.Y. (92 to 98).

While many rankings changed, no one dropped out of the top 50 DMA's. Of the top 100, Fort Wayne, Ind., (from 101 to 99) and Waco-Temple, Tex. (103 to 100) joined that group; Lansing, Mich. (94 to 101), and Fargo-Valley City, N.D. (99 to 102), missed the cut-off.

Among the smaller markets, ranking gains of 10 or more positions were made by Fort Myers-Naples, Fla. (128 to 109); Las Vegas (123 to 110); Harlingen-Weslaco, Tex. (143 to 132), and Gainesville, Fla. (180 to 170). Not so good was the news for Wichita Falls, Tex., and Lawton, Okla. (111 to 124).

□

In the accompanying tables, "original" rank and estimates are those used from October 1980 through March 1981. "Revised" rank and estimates are the new ones, to be used in May and July.

Nielsen TV household estimates

Rank Revised	Rank Original	Market	Revised	Original	% change
156	157	Abilene-Sweetwater, Tex.	100,790	99,870	0.9
173	170	Ada-Ardmore, Okla.	64,950	67,320	-3.5
151	151	Albany, Ga.	118,410	114,330	3.6
51	51	Albany-Schenectady-Troy, N.Y.	459,040	447,590	2.6
67	70	Albuquerque-Framington, N.M.	348,110	319,170	9.1
166	171	Alexandria, La.	79,870	66,000	21.0
164	162	Alexandria, Minn.	87,500	84,840	3.2
202	202	Alpena, Mich.	11,830	11,440	3.4
123	117	Amarillo, Tex.	143,570	160,370	2.0
18	17	Atlanta	1,007,470	956,750	9.3
104	110	Augusta, Ga.	196,380	168,910	16.3
90	100	Austin, Tex.	238,000	198,240	20.1
145	154	Bakersfield, Calif.	130,380	109,950	18.6
20	19	Baltimore	826,290	809,540	2.1
151	150	Bangor, Me.	110,240	118,240	-6.8
93	97	Baton Rouge	229,870	206,330	11.4
125	124	Beaumont-Port Arthur, Tex.	161,830	152,660	6.0
146	148	Beckley-Bluefield-Oak Hill, W.Va.	127,850	121,690	5.1
169	167	Billings, Mont.	70,000	71,020	-1.4
182	188	Biloxi-Gulfport, Miss.	56,460	49,320	14.5
126	119	Binghamton, N.Y.	158,910	159,730	-0.5
37	36	Birmingham-Anniston, Ala.	560,830	543,870	3.1
142	144	Boise, Idaho	139,490	125,850	10.8
6	6	Boston-Manchester, N.H.-Worcester, Mass.	1,813,360	1,886,310	-3.9
32	29	Buffalo, N.Y.	608,650	635,270	-4.2
98	92	Burlington, Vt.-Plattsburgh, N.Y.	214,170	216,510	8.2
180	175	Butte, Mont.	58,940	63,330	-6.7
186	186	Casper-Riverton, Wyo.	54,460	53,100	2.6
75	75	Cedar Rapids-Waterloo-Dubuque, Iowa	304,900	295,260	3.3
72	73	Champaign & Sprngfld-Decatur, Ill.	315,860	304,090	3.9
114	122	Charleston, S.C.	174,770	157,850	10.7
48	49	Charleston-Huntington, W.Va.	476,040	451,620	5.4
31	33	Charlotte, N.C.	612,140	559,720	9.4
79	77	Chattanooga	285,730	280,790	1.8
181	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	57,650	60,520	-4.7
3	3	Chicago	2,904,440	2,854,980	1.7
148	140	Chico-Redding, Calif.	125,300	129,600	-3.3
24	27	Cincinnati	700,270	681,680	2.7
167	165	Clarksburg-Weston, W.Va.	73,090	73,490	-0.5
8	8	Cleveland, Akron, Ohio	1,401,040	1,300,200	3.0
106	105	Colorado Springs-Pueblo	188,500	180,390	4.5
94	98	Columbia, S.C.	228,000	203,400	12.1
129	130	Columbia-Jefferson City, Mo.	151,040	144,400	4.6
117	120	Columbus, Ga.	172,440	159,230	8.3
39	34	Columbus, Ohio	556,870	56,790	0.0
140	136	Columbus-Tupelo, Miss.	142,990	135,400	5.5
131	135	Corpus Christi, Tex.	147,260	137,420	7.2
10	10	Dallas-Fort Worth	1,330,800	1,216,930	9.4
73	72	Davenport, Iowa-Rock Island-Moline, Ill.	313,890	304,740	3.0
49	48	Dayton, Ohio	475,890	453,120	5.0
21	21	Denver	794,960	764,560	4.0
69	64	Des Moines-Ames, Iowa	336,520	327,620	2.7
7	7	Detroit	1,638,250	1,625,090	0.4
162	158	Durham, Ala.	90,390	91,400	-1.1
115	109	Duluth-Superior, Mich.	174,510	172,550	1.1
103	104	El Paso	196,970	183,060	7.6
138	139	Erie, Pa.	144,350	131,310	9.9
122	129	Eugene, Ore.	165,620	151,840	9.1
187	185	Eureka, Calif.	52,120	53,460	-2.5
91	88	Evansville, Ind.	237,490	227,660	4.3
102	99	Fargo-Valley City, N.D.	206,740	201,980	2.4
57	53	Flint-Saginaw-Bay City, Mich.	418,600	423,170	-1.1

Rank Revised	Rank Original	Market	Revised	Original	% change
158	159	Florence, S.C.	96,430	90,440	6.6
99	94	Fresno (Visalia), Calif.	359,100	340,170	5.6
109	124	Fort Myers-Naples, Fla.	184,120	147,640	24.7
147	147	Fort Smith, Ark.	126,690	121,900	3.9
99	101	Fort Wayne, Ind.	208,130	197,200	5.5
170	180	Gainesville, Fla.	69,520	57,020	21.9
201	203	Glendive, Mont.	4,600	4,500	2.2
100	109	Grand Junction-Montrose, Colo.	47,560	45,110	5.4
40	39	Grand Rapids-Kalmzoo-B. Crk, Mich.	548,680	536,630	2.2
179	168	Great Falls, Mont.	63,120	69,970	−9.8
68	66	Green Bay, Wis.	345,660	337,790	2.3
52	54	Greensboro-H. Point-W. Salem, N.C.	454,600	415,830	9.3
88	90	Greenville-N. Bern-Washngtn, N.C.	242,050	222,700	8.7
36	37	Greenville-Spartnbg, S.C.-Asheville, N.C.	575,460	542,510	6.1
192	191	Greenwood, Miss.	41,780	42,060	−0.7
154	155	Hagerstown, Md.	108,670	106,050	2.5
132	143	Harlingen-Wallace, Tex.	146,160	127,050	15.0
50	50	Harrisburg-Lncstr-Leb-York, Pa.	469,650	449,960	4.4
195	195	Harrisonburg, Va.	31,480	30,910	1.8
26	26	Hartford & New Haven, Conn.	690,430	667,660	0.4
165	164	Hattiesburg-Laurel, Miss.	83,080	74,620	11.3
77	80	Honolulu	295,300	266,330	10.9
11	12	Houston	1,267,300	1,150,020	10.2
89	89	Huntsville-Decatur-Florence, Ala.	238,500	226,570	5.3
163	161	Idaho Falls-Pocatello, Idaho	88,280	85,210	3.6
19	20	Indianapolis, Lafayette, Ind.	840,670	802,380	4.8
80	83	Jackson, Miss.	281,160	255,830	9.9
191	191	Jackson, Tenn.	42,670	39,860	7.0
63	65	Jacksonville, Fla.	376,530	338,050	11.4
81	79	Johnstown-Altoona, Pa.	277,150	268,670	3.2
174	169	Jonesboro, Ark.	64,130	67,360	−4.5
121	112	Joplin, Mo.-Pittsburg, Kan.	166,800	165,960	0.5
27	25	Kansas City	671,580	690,130	−2.7
60	61	Knoxville, Tenn.	400,430	372,180	7.6
133	132	La Crosse-Eau Claire, Wis.	145,950	141,120	3.4
116	118	Lafayette, La.	173,960	160,000	8.7
168	172	Lake Charles, La.	70,560	65,930	7.0
101	94	Lansing, Mich.	207,790	211,240	−1.6
199	199	Laredo, Tex.	27,820	26,860	3.6
110	123	Las Vegas	182,110	155,030	17.5
87	86	Lexington, Ky.	247,690	229,590	7.9
193	193	Lima, Ohio	39,730	36,270	9.5
85	85	Lincoln-Hastings-Krny, Neb.	255,650	254,560	0.4
56	57	Little Rock-Pine Bluff, Ark.	420,230	404,240	4.0
2	2	Los Angeles, Palm Springs, Calif.	4,029,110	4,292,890	−6.1
41	42	Louisville, Ky.	514,230	489,950	5.4
135	129	Lubbock, Tex.	144,850	144,930	−0.1
139	137	Macon, Ga.	143,290	134,480	6.6
105	102	Madison, Wis.	191,310	191,690	−0.2
183	182	Mankato, Minn.	56,400	54,520	3.4
185	181	Marquette, Mich.	55,580	55,150	0.2
141	133	Mason City-Austin-Rochester, Minn.	141,250	139,670	1.1
155	153	Medford-Klamath Falls, Ore.	107,020	110,860	−3.5
38	35	Memphis	560,000	548,560	2.1
172	173	Meridian, Miss.	69,050	64,780	6.6
14	16	Miami-Fort Lauderdale, Fla.	1,073,350	967,110	11.0
28	28	Milwaukee	665,940	664,200	0.3
14	13	Minneapolis-St. Paul	1,034,350	996,400	3.8
143	141	Minot-Bismarck-Dickinson, N.D.	133,620	128,060	4.3
176	175	Missoula, Mont.	62,800	62,050	1.2
62	62	Mobile, Ala.-Pensacola, Fla.	380,430	360,270	5.6
111	114	Monroe, La.-El Dorado, Ark.	181,620	164,080	10.7
118	121	Monterey-Salinas, Calif.	171,610	158,360	8.4
113	108	Montgomery, Ala.	178,630	173,990	2.7
29	30	Nashville-Bowling Green, Ky.	664,850	632,330	5.1
35	38	New Orleans	577,640	537,430	7.5
1	1	New York	6,227,360	6,459,700	−3.6
47	47	Norfolk-Portsmth-Newpt News, Va.	478,780	457,640	4.6
201	201	North Platte, Neb.	15,450	15,950	−3.1
152	152	Odessa-Midland-Monahans, Tex.	116,310	113,050	2.9
42	40	Oklahoma City	513,750	527,670	−2.6
70	69	Omaha	324,980	323,000	0.6
33	41	Orlando-Daytona Beach, Fla.	584,150	504,630	15.4
190	190	Ottumwa, Iowa-Kirksville, Mo.	42,740	44,030	−2.9
76	74	Paducah, Ky.-Girardeau, Mo.-Harrbg, Ill.	295,850	296,040	−0.1
171	177	Panama City, Fla.	69,410	61,990	12.0
184	184	Parkersburg, WVa.	56,400	53,640	5.1
95	93	Peoria, Ill.	221,320	215,910	2.5
4	4	Philadelphia	2,382,320	2,374,520	0.3
25	31	Phoenix, Flagstaff, Ariz.	696,320	621,110	12.1
12	11	Pittsburgh	1,204,870	1,166,120	3.3
23	23	Portland-Bend, Ore.	774,060	740,520	4.5
78	76	Portland-Poland Spring, Me.	286,460	298,780	−2.2
197	196	Presque Isle, Me.	28,520	29,900	−4.6
34	32	Providence, R.I.-New Bedford, Mass.	582,850	583,140	−0.0
149	149	Quincy, Ill.-Hannibal-Keokuk, Mo.	122,170	118,830	2.8
43	43	Raleigh-Durham, N.C.	508,110	469,020	8.3
160	160	Rapid City, S.D.	91,510	89,930	1.0
134	138	Reno	145,680	132,330	10.1
200	200	Rhinelander, Wis.	19,800	19,010	4.2
54	55	Richmond-Petrsbg, Charltsvl, Va.	432,000	412,040	4.8
65	63	Roanoke-Lynchburg, Va.	363,250	346,270	4.9
71	67	Rochester, N.Y.	323,120	336,890	−4.1
112	107	Rockford, Ill.	180,920	176,840	2.3
189	187	Roswell, N.M.	42,940	52,580	−18.3
22	22	Sacramento-Stockton, Calif.	788,050	749,480	5.1
161	166	Salisbury, Md.	90,710	72,950	24.3
44	44	Salt Lake City	504,490	467,300	8.0
194	194	San Angelo, Tex.	33,810	33,030	2.4
45	46	San Antonio, Tex.	487,860	460,620	5.9
30	24	San Diego	657,820	725,260	−9.3
5	5	San Francisco-Oakland	1,872,830	1,946,790	−3.8
120	115	Santa Barbara-Santa Mar-San Luis, Calif.	169,010	163,690	3.3
108	116	Savannah, Ga.	185,660	160,480	15.7
14	14	Seattle-Tacoma	1,028,130	994,040	3.4
55	60	Shreveport, La.	426,790	380,200	12.3
130	127	Sioux City, Iowa	149,100	149,400	−0.2
97	95	Sioux Falls (Mitchell), S.D.	216,220	208,680	3.6
82	82	South Bend-Elkhart, Ind.	273,620	259,920	5.3
74	71	Spokane, Wash.	308,130	310,830	−0.9
84	81	Springfield, Mo.	267,090	263,770	1.3
96	87	Springfield-Holyoke, Mass.	219,870	227,890	−3.5
178	178	St. Joseph, Mo.	59,840	60,740	−1.5
17	15	St. Louis	1,021,010	986,760	3.5
53	52	Syracuse-Elmira, N.Y.	437,310	442,540	−1.2
136	142	Tallahassee, Fla.-Thomasville, Ga.	144,680	127,760	13.2
13	18	Tampa-St. Petersbg-Sarasota, Fla.	1,096,900	932,360	17.6
119	113	Terra Haute, Ind.	170,210	164,930	3.2
59	59	Toledo, Ohio	402,720	392,900	2.5
150	146	Topeka, Kan.	121,540	122,100	−0.5
137	134	Traverse City-Cadillac, Mich.	144,610	137,920	4.9
83	84	(Bristol, Va.-Kngspt.-J. City, Tenn.)	271,320	254,780	6.5
86	96	Tucson (Nogales), Ariz.	255,560	208,640	22.5
58	56	Tulsa, Okla.	415,490	406,190	2.3
198	198	Twin Falls, Idaho	27,980	28,570	−2.1
159	163	Tyler, Tex.	94,930	83,460	13.7
157	156	Utica, N.Y.	96,680	100,240	−3.6
100	103	Waco-Temple, Tex.	208,110	191,540	8.7
9	9	Washington	1,339,480	1,297,260	3.3
177	174	Watertown, N.Y.	62,440	64,180	−2.7
144	145	Wausau, Wis.	132,760	125,670	5.6
64	78	West Palm Beach-Fort Pierce, Fla.	375,600	277,520	35.3
107	106	Wheeling, W. Va.-Steubenville, Ohio	185,770	178,180	4.3
124	111	Wichita Falls, Tex.-Lawton, Okla.	163,270	167,340	−2.4
61	58	Wichita-Hutchinson, Kan.	398,560	403,930	−1.3
46	45	Wilkes Barre-Scranton, Pa.	483,030	465,210	3.8
128	131	Wilmington, N.C.	157,070	143,540	9.4
127	126	Yakima, Wash.	157,730	151,290	4.3
92	91	Youngstown, Ohio	234,370	218,940	7.0
179	183	Yuma-El Centro, Ariz.	59,390	54,230	9.5
194	197	Zanesville, Ohio	29,830	29,140	2.4
		Total	80,171,850	78,032,880	2.7

Lionheart springs from ashes of Time-Life TV

Nathan heads cadre from old firm; new program distributor takes over selected sales of BBC product

A new international television program distribution company, with most of its executives from the disbanded Time-Life Television ranks, has been formed as a subsidiary of Public Media Inc.

The new operation is Lionheart Television International. Wynn Nathan, its president and chief executive officer, was formerly Time-Life Television vice president, special market sales. Frank Miller, one-time Time-Life Television vice president, international sales and operations, is now Lionheart executive vice president.

With its start-up, Lionheart is now exclusive U.S. representative of BBC Enterprises product for commercial and public television—an assignment that Time-Life had previously. That's said to involve a portfolio of 948 programs with series ranging from the newly released *Not the Nine O'Clock News* to *The Shirley Bassey Show.*

Other Time-Life Television veterans with Lionheart:. Bob Greenstein, vice president and marketing director; Floyd Osburn, director of business administration; Mark Feldman, Osburn's assistant, and Mary Miller, director of program operations.

Nelsa Gidney, former manager, program acquisitions, noncommercial WNET(TV) New York, is Lionheart vice president, programing.

Lionheart will be headquartered at 40 West 57th Street, New York. Its parent company, Public Media Inc., also has Films Incorporated and Quartet Films subsidiaries, the former involved in nontheatrical distribution, the latter handling theatrical properties.

Monitor

New production leaders. Universal television has lost its long-time dominance of network television prime-time production, and is now tied for leadership with two other Hollywood producers. MCA-owned company dropped from seven and a half hours of prime-time network programing per week last season to five hours per week for 1981-82 season. Lorimar Productions and Aaron Spelling-Leonard Goldberg Productions, both independents, also are producing five hours of weekly programing for next fall. Biggest blow to Universal was NBC-TV's cancellation of four of its series—*Buck Rogers, BJ and the Bear, Lobo,* and *The Gangster Chronicles.* NBC ordered no new show produced by Universal. Universal also lost *The Incredible Hulk* from CBS-TV, but added two new series, *Shannon* and *Simon & Simon,* there. Tied behind the top three for second place were Paramount Television, Warner Bros. Television, and 20th Century-Fox Television, each with three and a half hours each on order. Most improved showing was by MGM Television, which went from one hour last season to three hours for next fall. Columbia Pictures Television, which had no programs picked up last year, is producing two hours of programing this time around.

□

Stressing sports. Nickelodeon, Warner Amex Satellite Entertainment's young people's channel, introduces *Reggie Jackson's World Of Sports* on July 4. New York Yankee Jackson will host five one-hour sports specials "designed to encourage kids to participate in sports activities." Nickelodeon is offered by 800 cable systems with 3.65 million subscribers.

□

HBO now syndicating. Home Box Office has made its first sale to syndication. No fee was announced by HBO for sale of its recent Diana Ross special to Revco Drugs for broadcast in 50 markets. Spokesman says HBO's original tapings of theatrical productions will soon be available for syndication, with other deals also under consideration.

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Ratings Roundup

Score another victory for CBS-TV in the second week of post-season network competition. For the week ended May 3, CBS clobbered its two rivals with a 17.9 rating and 31 share to ABC-TV's 15.1/26 (a low mark since last September) and NBC-TV's 14.7/25.

Of the week's top-10 shows, CBS had seven, all repeats except the top-rated *Dallas* (32.9/56). Only one movie or special made it to that list, part one of NBC's new *Murder in Texas* (fifth place, 22.3/36).

During the week, CBS took Monday, Tuesday, Friday and Sunday; NBC won Wednesday and Thursday, and ABC, Saturday.

Although nowhere near the top of the ratings list, *NBC Magazine with David Brinkley* showed considerable improvement in its new Thursday 8-9 p.m. slot. It scored a 13.2/24—48th out of the week's 64 shows; in previous weeks against *Dallas* Fridays at 10 p.m., it often had been ranked last or close to it.

Elsewhere in the ratings, ABC did well with a *Ripley's Believe It or Not* special on Sunday from 8 to 9 p.m., earning a 19.4/33, said to be its highest share in that time period in the 1980/81 season. *ABC News Closeup* "Near Armageddon" (10.0/17) and NBC's *Live from Studio 8H* "100 Years of Popular Music" (11.6/19), however, both were in the bottom 10.

The First 20

1.	*Dallas*	CBS	32.9/36
2.	*Lou Grant*(R)	CBS	24.4/42
3.	*M*A*S*H* (R)	CBS	24.0/38
4.	*60 Minutes*(R)	CBS	22.9/44
5.	*Big Event: "Murder in Texas"* (part I, movie)	NBC	22.3/36
6.	*Dukes of Hazzard* (R)	CBS	22.1/38
7.	*House Calls* (R)	CBS	21.9/34
8.	*The Jeffersons* (R)	CBS	21.1/33
9.	*Fantasy Island*	ABC	19.9/38
10.	*Hart To Hart*	ABC	19.6/34
11.	"We're Fighting Back" (movie)	CBS	19.4/34
12.	*Ripley's Believe It Or Not* (special)	ABC	19.4/33
13.	*Diff'rent Strokes* (R)	NBC	19.4/32
14.	*Alice*	CBS	19.4/30
15.	*Nurse*	CBS	19.2/32
16.	*Trapper John, M.D.*	CBS	19.2/32
17.	*Love Boat*	ABC	19.0/37
18.	*Academy of Country Music Awards* (special)	NBC	18.8/31
19.	*Quincy, M.E.* (R)	NBC	18.7/31
20.	*Private Benjamin*	CBS	17.8/33

The Final Five

60.	*For the Love of Benji/Americathon* (movies)	ABC	10.4/18
61.	*ABC News Closeup* (special)	ABC	10.0/17
61.	*Gangster Chronicles*	NBC	10.0/17
63.	*Those Amazing Animals* (R)	ABC	9.7/19
64.	*WKRP in Cincinnati*	CBS	9.2/20

(R) indicates repeat

and ant., and change TPO (BMPED-801201AS). Action April 24.

■ WBHI(FM) Chicago, Ill.—Returned as unacceptalbe for filing application for modification of FM broadcast station on CH-203A (ARN-791231AO). Action April 23.

■ WWLR(FM) Lyndonville, Vt.—Granted CP to increase ERP 2.75 kw (H&V), antenna height - 180 ft. (H&V), and change channel to 218 (BPED-801205AO). Action April 24.

In Contest

FCC decisions

■ FCC granted application of Firelands Broadcasting Inc., to increase power of WLKR-FM Norwalk, Ohio from 2.5 kw to 3.0 kw, and increase its ant. height from 125 to 300 ft. Petroleum V. Nasby Corp., permittee of new FM at Shelby, Ohio, asked that WLKR-FM's application be denied, alleging that station used misleading contour map in connection with its advertising rate card. PVN contended that WLKR-FM's FM contour, in addition to contour of its co-owned AM station, was not labled to indicate usual signal strength of AM and FM contour. PVN also asserted that the depicted contours were exaggerated and that applicant incorrectly claimed to serve the entire Firelands area on rate card. FCC concluded that although WLKP-FM's application did exaggerate usual AM and FM signals strengths, there was no intent to mislead and applicant withdrew map. Action April 23.

■ FCC denied Rhode Island Media Alert reconsideration of July 1, 1980, action approving assignment of licenses of several stations in Providence, R.I., market. Applications involved an Audio-Air Inc. proposal to assign license and sell assets of WRLM(FM) Taunton, Mass., to Franks Broadcasting Co., which in turn would assign license of its daytime-only station WHIM(AM) at Providence to East Providence Broadcasting Inc., a minority-controlled company. Concurrently, Franks would exchange WRLM for Outlet Company's full-time AM station WJAR at Providence. FCC granted waiver of its one-to-a-market rule to permit Outlet, which is also licensee of WJAR-TV whose service area encompasses all of Taunton, to acquire WRLM and approved issuance of tax certificate to Franks because of its sale of WHIM, which would make it only minority-controlled radio station in Rhode Island. Action April 23.

Procedural rulings

■ Goleta, Calif. (Guy S. Erway and Goleta Communications Corporation) **FM Proceeding**—ALJ Walter C. Miller granted joint request and approved agreement, authorized reimbursement of $54,770.50 to Erway, dismissed Erway's application with prejudice, granted Goleta's application and terminated proceeding (BC Doc. 78-134-35). Action April 21.

■ Rome, N.Y. (CLW Communications Group, et al.) **FM Proceeding**—ALJ John M. Frysiak granted joint request by CLW, Tillis Communications of New York Inc., and Promedia Communications Inc. for approval of agreement and approved reimbursement to CLW for $6,600 and to Tillis for $9,500; dismissed with prejudice applications of Tillis and CLW; granted application of Promedia, and terminated proceeding. (BC Doc. 80-550-552). Action April 13.

■ Belpre, Ohio (Composite Communications, Inc., et al) **FM Proceeding**—ALJ Joseph P. Gonzales granted joint request by applicants and approved agreement; authorized reimbursement by Composite Communications to Family Broadcasting Services Inc. for $4,239.29, to Tillis Communications of Mid Ohio Valley Inc., for $5,337 and to Belpre Broadcasting Co. for $3,200; dismissed various pleadings as moot, granted Composite's application and terminated proceeding (BC Doc. 80-640-43). Action April 16.

■ Cottage Grove and Creswell, both Oregon (Visionary Radio Euphonics Inc., et al.) **FM Proceeding**—ALJ John H. Conlin granted joint petition by Visionary and Creswell Wireless Co., and approved agreement, authoirzed reimbursement to visionary for $14,117, dismissed with prejudice applications of Visionary and Bear Mountain, granted application of Creswell for new FM station to serve Creswell, Ore., and terminated proceeding (BC Doc. 80-349-351). Action April 8.

■ Lubbock, Tex. (Rex Broadcasting Corp. and Western Broadcasting Co.) **FM Proceeding**—ALJ Edward J. Kuhlmann denied petition by Western to enlarge issues, granted motion by Rex for summary decision, granted joint petition by Western and Rex for approval of agreement and authorized reimbursement to Western of $49,127.77; dismissed Western's application, granted Rex's application for new FM station on Channel 273 at Lubbock, Tex., and terminated proceeding (BC Doc. 80-420-421). Action April 14.

Designated for hearing

■ Kare-Kim Broadcasting Inc., and Benko Broadcasting Co.: For new commercial TV to operate on channel 53 at Lansing, Mich., to determine whether both applicants are financially qualified, Benko Broadcasting's ascertainment efforts; which of proposals would better serve public interest and which should be granted (BC Doc. 81-270-71). Action April 15.

■ Osborn Communications Corp. and Jem Broadcasting Co.: For improvement of existing AM broadcast facilities at Kansas City, Mo., and Bentonville, Ark., respectively; to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations, which of proposals would better provide a fair, efficient, and equitable distribution of radio service, and which should be granted (BC Doc. 81-288-89). Action April 22.

■ KDUN Radio Inc., and Gospel Hymn Time Inc.: For modified and new AM's to operate at Reedsport, Ore., and Winston, Ore., respectively, to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide fair and equitable distribution of radio service; in event it is concluded that choice between applicants should not be based solely on above issue, which of proposals would better serve public interest and which should be granted (BC Doc. 81-290-91). Action April 22.

■ Gospel-West Broadcasters, Radio Spokane Inc., and Western Sun Inc.: For new (Gospel-West) and modified (Radio Spokane and Western Sun) AM's to operate at West Richland, Wash., Spokane, Wash., and Lakewood, Colo., respectively, to determine whether Gospel-West is financially qualified; to determine areas and populations which would receive service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would best provide fair and equitable distribution of service; and which of applications should be granted (BC Doc. 81-285-87). Action April 22.

■ Little Rock, Ark., (The Board of Trustees of the University of Arkansas on behalf of the University of Arkansas at Little Rock and Arkansas Broadcasting Foundation, Inc.) **FM Proceeding**—ALJ Joseph Chackin scheduled conference for April 21 at 9 a.m. (BC Doc. 80-628-629). Action April 15.

■ Solvang, Calif. (Robert T. Mindte, et al.) **AM and FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Edward Luton as presiding judge and scheduled prehearing conference for June 22 at 9 a.m. and hearing for July 23 at 10 a.m. (BC Doc. 81-194-199). Action April 15.

■ Willits, Calif. (Broadcasting Corporation of Mendocino County) **AM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 20 at 10 a.m. (BC Doc. 81-240-41). Action April 16.

■ Saloma and Burnside, both Kentucky (Q. Communications Inc., and Glen J. Goldenberg) **AM Proceeding**—Designated ALJ Byron E. Harrison as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 16 at 10 a.m. (BC Doc. 81-242-43). Action April 16.

■ Kirksville, Mo. (Countryside Broadcasters Inc. and Admiral Broadcasting Corp. **FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Joseph Gonzalez as presiding judge and scheduled prehearing conference for June 8 at 9 a.m. and hearing for July 22 at 10 a.m. (BC Doc. 81-202-203). Action April 15.

Allocations

■ Sierra Vista, Ariz. Assigned UHF TV channel 58 to Sierra Vista as its first TV assignment, effective June 9 (BC Doc. 80-666). Action April 10.

■ Gurdon, Ark. In response to petitions by Paul Root proposed assigning 93.5 mhz to Gurdon as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-251). Action April 10.

■ Sanger, Clovis, Visalia, and Fresno, all California. Assigned UHF TV channels 43 and 59 to Fresno as its sixth and seventh TV assignment; and substituted TV channel 49 for 43 Visalia, effective June 9 (BC Doc. 80-524). Action April 10.

■ Sonora, Calif. In response to petition by Donald E. and Sylvia B. Leutz, proposed assigning 93.5 mhz to Sonora as its second FM assignment, comments due June 22, replies July 13 (BC Doc 81-282). Action April 30.

■ Weed, Calif. In response to petition by Jeanne M. and Robert C. Crabb proposed substituting 102.7 for 100.9 mhz, comments due June 9, replies June 29 (BC Doc. 81-249). Action April 10.

■ Naples, Fla. Assigned 105.5 mhz as its fourth FM assignment, effective June 22 (BC Doc. 80-415). Action April 30.

■ Milan, Ga. In response to petition by George S. Walker III, proposed assigning 104.9 mhz to Milan as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-250). Action April 10.

■ Boise, Idaho. Assigned 105.9 mhz to Boise as its fifth FM assignment, effective June 22 (BC Doc. 80-251). Action April 30.

■ LEWISTON, Idaho. Assigned 101.5 mhz to Lewiston as its third FM assignment, effective June 22 (BC Doc. 80-200). Action April 30.

■ Chubbuck and Pocatello, both Indiana. Assigned 103.9 mhz to Chubbuck as its first FM assignment; substituted 102.5 mhz for 104.9 mhz at Pocatello and modified the license of KRBU-FM Pocatello, to specify operation on ch. 273, effective June 9 (BC Doc. 80-250). Action April 10.

■ Idaho Falls, Ind. Assigned 103.3 mhz to Idaho Falls as its third FM assignment, effective June 9 (BC D0c. 80-249). Action April 10.

■ Hertford, N.C. Assigned 104.9 mhz to Hertford as

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses